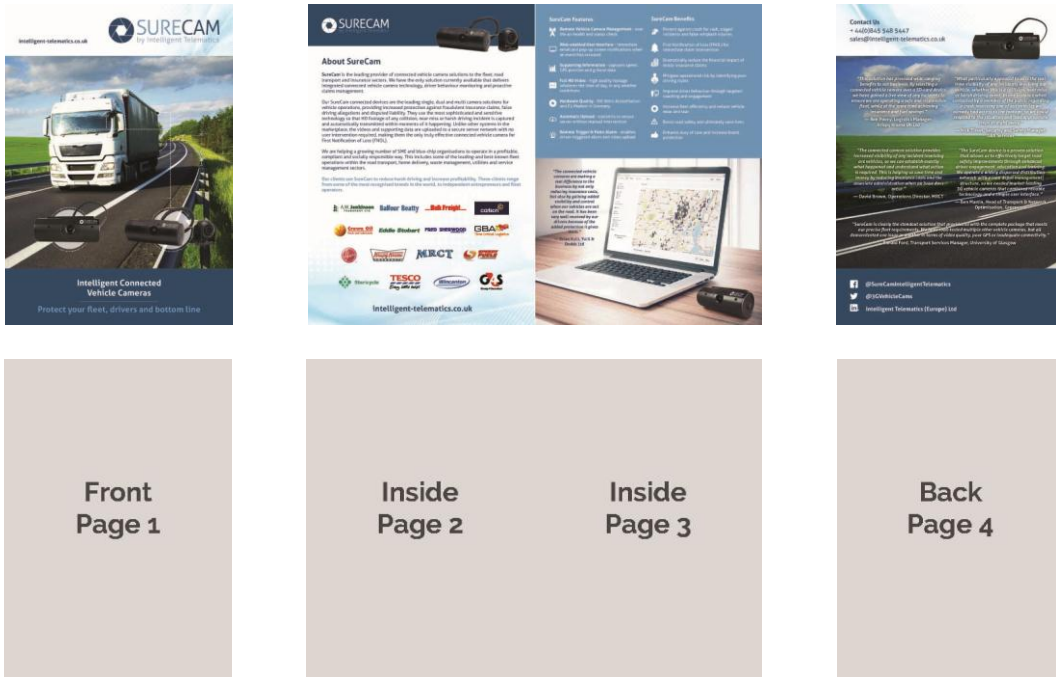


Providing Your Artwork

What you provide us with is what we will print. *For example: if you want to print a folded leaflet which is A4 in size when folded and opens up like a booklet (to A3 when flat) as detailed below.*

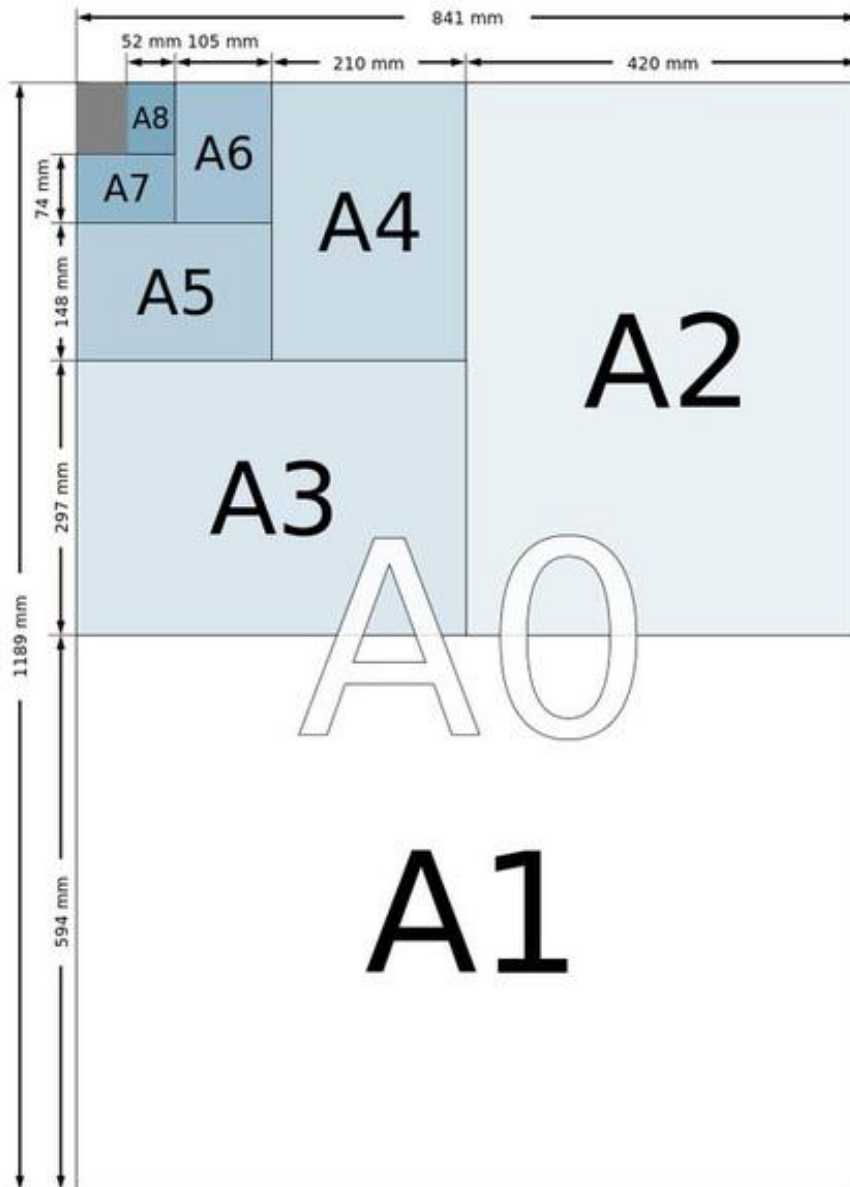


Please DO NOT provide your artwork as four separate A4 pages as that is what we will print. Instead, please provide your artwork as two A3 pages to be folded as detailed below.



Please save your design/artwork at full size and at a minimum of 300dpi. Please provide your artwork in PDF format. *For example: an A5 (148mm x 210mm) design should actually measure 148mm x 210mm and should be saved as a commercial print PDF or at the highest resolution available depending on the package being used.*

Please find an image detailing typical paper/print sizes below.



If colour, photos or text are to be printed right up to the edge of the paper then please add a 3mm bleed. *Bleed is when you extend colour or images past the edge of the page to allow for small discrepancies in the printing and cutting process, meaning that your design is printed past the edge and then trimmed. Add this 3mm extra coverage to the artwork on all edges before saving.*

This bleed ensures that your final print is exactly how you want it to look and doesn't have a white border around the edge that may appear due to small movements of the paper as can sometimes happen in the cutting process. For Example: your leaflet is to be A5, which has a finished printed size of 148mm x 210mm, the supplied artwork should be 154mm x 216mm (this is the final printed size plus 3mm all the way round).

We prefer your artwork provided in CMYK colours. *Most design packages have options for specifying CMYK colours instead of RGB. However, if you have used a package not normally used for design work to create your artwork, such as Microsoft Word or PowerPoint, you should still save and send it as a PDF. When we receive this RGB PDF we will then change the colours from RGB to CMYK. However, this may change the colours slightly and may lead to them looking different on the PDF proof and final print.*

We understand that all of this can be a bit tricky at first and that is why we're here to help. *We can convert most files that have not been formatted correctly but it can be rather a time-consuming process and in most cases we will have to charge for the service. If there is anything you're unsure of, please get in touch and we will be happy to tell you what size and format you'll need to provide your artwork/files in.*